

Amendments To Claims:

Amendments to the claims are reflected in the following listing, which replaces any and all prior versions and listings of claims in the present application.

Listing of Claims:

1. (Currently Amended) A system for membership enrollment comprising:

[[a.]] an enrollment system including an enrollment system server for processing user data in connection with a user;

[[b.]] a first supplier system for providing a first membership indicia to said enrollment system in response to said user data provided for enrollment in a first membership program;

[[c.]] a second supplier system for providing a second membership indicia to said enrollment system in response to said user data provided for enrollment in a second membership program, said second membership indicia different from said first membership indicia;

[[d.]] a readable storage device including a database for storing said first and second membership indicia, and said user data; and

[[e.]] an enrollment system reader in communication with said readable storage device and said enrollment system server, said reader receiving said user data: data;

wherein said enrollment system reader notifies said user of a third supplier system and requests additional user data in response to enrollment of said third supplier system in said enrollment system.

2. (Currently Amended) [[A]] The system according to claim 1, wherein said reader is in communication with said enrollment system for providing said user data to said first and second suppliers.

3. (Currently Amended) [[A]] The system according to claim 1, wherein said enrollment system server provides said first and second membership indicia to said readable storage device, said readable storage device storing said first and second membership indicia in said readable storage device database.

4. (Currently Amended) [[A]] The system according to claim 3, wherein said readable storage device database further includes a rewards data file for storing rewards value.

5. (Currently Amended) [[A]] The system according to claim 4, further including a first supplier reader and a second supplier reader, said first and second supplier readers in communication with said enrollment system, said first and second supplier readers for providing said an interrogation signal and receiving at least one of said first and second membership indicia.

6. (Currently Amended) [[A]] The system according to claim 5, wherein at least one of said first and second supplier systems provides value to said rewards data file.

7. (Currently Amended) [[A]] The system according to claim 6, wherein said value is provided in accordance with said user data.

8. (Currently Amended) [[A]] The system according to claim 7, wherein said value is provided in response to receipt of said user data.

9. (Currently Amended) [[A]] The system according to claim 3, wherein said readable storage device stores said first membership indicia prior to storing said second membership indicia.

10. (Currently Amended) [[A]] The system according to claim 3, wherein said readable storage device stores said first and second membership indicia substantially simultaneously.

11. (Currently Amended) [[A]] The method system according to claim 3, wherein said readable storage device stores at least one of said first and second membership indicia automatically.

12. (Currently Amended) A system for membership enrollment comprising:

[[a.]] an enrollment system including an enrollment system server for processing user data in connection with a user;

[[b.]] a first supplier system for providing a first membership indicia to said enrollment system in response to said user data provided for enrollment in a first membership program;

[[c.]] a second supplier system for providing a second membership indicia to said enrollment system in response to said user data provided for enrollment in a second membership program, said second membership indicia different from said first membership indicia;

[[d.]] a radio frequency identification (RFID) storage device including a transponder system in communication with a transponder system database for storing said first and second membership indicia, and said user data, said transponder system for receiving an interrogation signal, providing said user data and receiving at least one of said first and second membership indicia; and

[[e.]] an RFID reader in communication with said RFID storage device and said enrollment system server, said RFID reader for providing said interrogation signal, receiving said user data, and providing at least one of said first and second membership indicia.

13. (Currently Amended) [[A]] The system according to claim 12, wherein said RFID reader is in communication with said enrollment system for providing said user data to said first and second suppliers.

14. (Currently Amended) [[A]] The system according to claim 12, wherein said enrollment system server provides said first and second membership indicia to said RFID storage device, said RFID storage device storing said first and second membership indicia in said transponder system database.

15. (Currently Amended) [[A]] The system according to claim 14, wherein said transponder system database further includes a rewards data file for storing rewards value.

16. (Currently Amended) [[A]] The system according to claim 15, wherein at least one of said first and second supplier systems provides value to said rewards data file, said value

being provided via at least one of said RFID reader and said transponder system, and stored in said rewards data file.

17. (Currently Amended) [[A]] The system according to claim 16, wherein said value is provided in accordance with at least one of said user data and a transaction indicia.

18. (Currently Amended) [[A]] The system according to claim 14, wherein said readable storage device stores said first membership indicia prior to storing said second membership indicia.

19. (Currently Amended) [[A]] The system according to claim 14, wherein said readable storage device stores said first and second membership indicia substantially simultaneously.

20. (Currently Amended) [[A]] The system according to claim 14, wherein said readable storage device stores at least one of said first and second membership indicia automatically.

21. (Currently Amended) A method of ~~enrolling a user in a membership program~~ comprising:

receiving, by a computer-based system for enrolling a user in a membership program, user specific data at a universal enrollment system;

providing, by the computer-based system, the user specific data to a plurality of service providers for enrollment in a corresponding plurality of membership programs;

receiving, by the computer-based system, from the plurality of service providers unique membership numbers; and

transferring, by the computer-based system, the unique membership numbers to a portable handheld user storage device, the storage device including a database containing a unique storage area for each unique membership number.

22. (Currently Amended) [[A]] The method according to claim 21, further comprising:

receiving at least one of the unique membership numbers from the storage device upon presentation of the device to a first service provider, the unique membership number identifying the user as a member of a first service provider membership program;
authenticating authenticity of at least the membership number and user;
providing rewards points to the storage device in accordance with at least one of the unique membership number and a transaction indicia; and
providing means for storing the rewards points for later redemption.

23. (Currently Amended) A method of enrolling a user in a membership program comprising:

receiving, by a computer-based system for enrolling a user in a membership program, user specific data at a universal enrollment system;

providing, by the computer-based system, the user specific data to a plurality of service providers for enrollment in a corresponding plurality of membership programs;

receiving, by the computer-based system, from the plurality of service providers unique membership numbers; and

transferring, by the computer-based system, the unique membership numbers to a portable handheld radio frequency identification (RFID) storage device using the storage device including a RF transponder and a database in communication with the transponder, the database containing a unique storage area for each unique membership number.

24. (Currently Amended) [[A]] The method according to claim 23, further comprising:

receiving at least one of the unique membership numbers from the RFID storage device upon presentation of the RFID storage device to a first service provider, the unique membership number identifying the user as a member of a first service provider membership program;

authenticating authenticity of at least the unique membership number and user;

providing rewards points via RF communications to the RFID storage device in accordance with at least one of the unique membership number and a transaction indicia; and

providing means for storing the rewards points for later redemption.

25. (Currently Amended) [[A]] The method according to 24, wherein the transfer of at least one of said rewards points, user specific data, and unique membership number is via RF.